

# ORDER



**Orders**  
**Order / Rev:** 170054  
**Alt Order #:**  
**Product Desc:** 11/1-11/4 order  
**Estimate:**  
**Flight Dates:** 11/01/12 - 11/04/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Olivia Lawrence  
**Sales Office:** KOB  
**Sales Region:** Local

**Agency**  
**Name:** 90 Degrees Agency  
**Buying Contact:** Bob Cornelius  
**Billing Contact:**  
 324 Adam St. SE  
 Albuquerque, NM 87108-2837

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Jefferson Byrd for Congress  
**Demographic:** A25-54  
**Product Codes:** PL1  
**Priority:** 99  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 10/31/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/02/12	7	\$2,975.00	\$2,528.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	7	\$2,975.00	\$2,528.75	0.00
<b>Totals</b>	<b>7</b>	<b>\$2,975.00</b>	<b>\$2,528.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	20%	\$2,975.00
Market	100%	\$14,875.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	80%	\$11,900.00

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Order / Rev: 170054  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/04/12

Advertiser: Jefferson Byrd for Congress  
 Product Desc: 11/1-11/4 order  
 Estimate: KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	11/01/12	11/04/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a ---TF--	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		1		\$300.00			0.00			
N 2	All	11/01/12	11/04/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a ---TF--	:30	1	\$425.00	3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		1		\$425.00			0.00			
N 3	All	11/01/12	11/04/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ---TF--	:30	2	\$175.00	3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2		\$175.00			0.00			
N 4	All	11/01/12	11/04/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p ---TF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		1		\$600.00			0.00			
N 5	All	11/01/12	11/04/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p ---TF--	:30	1	\$500.00	3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		1		\$500.00			0.00			
N 6	All	11/01/12	11/04/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p ---TF--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		1		\$800.00			0.00			

\*Tax 1 Note: ABQ 7%.